Numb. 224

The TATLER.

By *Iſaac Bickerſtaff* Eſq;

Materiam ſuperabat Opus. —— Ovid.

From *Tueſday September* 12. to *Thurſday September* 14. 1710.

From my own Apartment, September 13.

IT is my Cuſtom in a Dearth of News to entertain my ſelf with thoſe Collections of Advertiſements that appear at the End of all our publick Prints. Theſe I conſider as Accounts of News from the little World, in the ſame Manner that the foregoing Parts of the Paper are from the great. If in one we hear that a Sovereign Prince is fled from his Capital City, in the other we hear of a Tradeſman who hath ſhut up his Shop and run away. If in one we find the Victory of a General, in the other we ſee the Deſertion of a private Soldier. I muſt confeſs, I have a certain Weakneſs in my Temper, that is often very much affected by theſe little Domeſtick Occurrences, and have frequently been caught with Tears in my Eyes over a melancholy Advertiſement.

But to conſider this Subject in its moſt ridiculous Lights, Advertiſements are of great Uſe to the Vulgar: Firſt of all, as they are Inſtruments of Ambition. A Man that is by no Means big enough for the *Gazette*, may eaſily creep into the Advertiſements, by which Means we often ſee an Apothecary in the ſame Paper of News with a Plenipotentiary, or a Running-Footman with an Ambaſſador. An Advertiſement from *Piccadilly* goes down to Poſterity with an Article from *Madrid*; and *John Bartlett* of *Goodman's-Fields* is celebrated in the ſame Paper with the Emperor of *Germany*. Thus the Fable tells us, That the Wren mounted as high as the Eagle, by getting upon his Back.

A Second Uſe which this Sort of Writings have been turned to of late Years, has been the Management of Controverſy, inſomuch that above half the Advertiſements one meets with now-a-Days are purely Polemical. The Inventors of *Strops for Razors* have written againſt one another this Way for ſeveral Years, and that with great Bitterneſs; as the whole Argument *pro* and *con* in the Caſe of the *Morning-Gowns* is ſtill carried on after the ſame Manner. I need not mention the ſeveral Proprietors of Dr. *Anderſon's* Pills; nor take Notice of the many Satyrical Works of this Nature ſo frequently publiſhed by Dr. *Clark*, who has had the Confidence to advertize upon that learned Knight, my very worthy Friend, Sir *William Read*: But I ſhall not interpoſe in their Quarrel; Sir *William* can give him his own in Advertiſements, that, in the Judgment of the Impartial, are as well penned as the Doctor's.

The Third and laſt Uſe of theſe Writings is, to inform the World where they may be furniſhed with almoſt every Thing that is neceſſary for Life. If a Man has Pains in his Head, Cholicks in his Bowels, or Spots in his Clothes, he may here meet with proper Cures and Remedies. If a Man would recover a Wife or a Horſe that is ſtolen or ſtrayed; if he wants new Sermons, Electuaries, Aſſes Milk, or any Thing elſe, either for his Body or his Mind, this is the Place to look for them in.

The great Art in writing Advertiſements, is the finding out a proper Method to catch the Reader's Eye; without which, a good Thing may paſs over unobſerved, or be loſt among Commiſſions of Bankrupt. Aſterisks and Hands were formerly of great Uſe for this Purpoſe. Of late Years, the *N. B.* has been much in Faſhion; as alſo little Cuts and Figures, the Invention of which we muſt aſcribe to the Author of Spring Truſſes. I muſt not here omit the blind *Italian* Character, which being ſcarce legible, always fixes and detains the Eye, and gives the curious Reader ſomething like the Satisfaction of prying into a Secret.

But the great Skill in an Advertizer is chiefly ſeen in the Style which he makes Uſe of. He is to mention *the univerſal Eſteem, or general Reputation*, of Things that were never heard of. If he is a Phyſician or Aſtrologer, he muſt change his Logicks frequently; and (though he never ſaw any Body in them beſides his own Family) give publick Notice of it, *For the Information of the Nobility and Gentry*. Since I am thus uſefully employed in writing Criticiſms on the Works of theſe diminutive Authors, I muſt not paſs over in Silence an Advertiſement which has lately made its Appearance, and is written altogether in a *Ciceronian* Manner. It was ſent to me, with Five Shillings, to be inſerted among my Advertiſements; but as it is a Pattern of good Writing in this Way, I ſhall give it a Place in the Body of my Paper.

The

THE highest compounded Spirit of Lavender, the most glorious (if the Expression may be used) enlivening Scent and Flavour that can possibly be; which so raptures the Spirits, delights the Gust, and gives such Airs to the Countenance, as are not to be imagined but by those that have tried it. The meanest Sort of the Thing is admired by most Gentlemen and Ladies; but this far more, as by far it exceeds it, to the gaining among all a more than common Esteem. It is sold (in neat Flint Bottles fit for the Pocket) only at the Golden Key in Warton's-Court near Holborn Bars, for 3 s. 6 d. with Directions.

At the same Time that I recommend the several Flowers in which this Spirit of Lavender is wrapped up, (if the Expression may be used) I cannot excuse my Fellow-Labourers for admitting into their Papers several uncleanly Advertisements, not at all proper to appear in the Works of polite Writers. Among these I must reckon the *Carminitive, Wind-expelling* Pills: If the Doctor had called them only his Carminitive Pills, he had been as cleanly as one could have wished; but the Second Word entirely destroys the Decency of the First. There are other Absurdities of this Nature so very gross, that I dare not mention them; and shall therefore dismiss this Subject, with a publick Admonition to *Michael Parret*, That he do not presume any more to mention a certain Worm he knows of, which, by the Way, has grown Seven Foot in my Memory; for, if I am not much mistaken, it is the same that was but Nine Foot long about Six Months ago.

By the Remarks I have here made, it plainly appears, that a Collection of Advertisements is a Kind of Miscellany, the Writers of which, contrary to all Authors, except Men of Quality, give Money to the Booksellers who publish their Copies. The Genius of the Bookseller is chiefly shown in his Method of ranging and digesting these little Tracts. The last Paper I took up in my Hands, places them in the following Order:

The True Spanish Blacking for Shoes, *&c.*

The Beautifying Cream for the Face, *&c.*

Pease and Plaisters, *&c.*

Nectar and Ambrosia, *&c.*

Four Freehold Tenements of 15 l. per Annum, *&c.*

⁂ The Present State of England, *&c.*

†‡† Annotations upon the Tatler, *&c.*

A Commission of Bankrupt being awarded against *B. L.* Bookseller, *&c.*

Advertisements.

MOrning-Gowns for Men and Women, of Silk Stuffs, and Callicoe's (being the Goods of Persons lost Sailed) which were to be disposed of at the Office, Dear and Still, are now to be sold at the Golden Sugar-Loaf up one Pair of Stairs, over against the Horse at Charing-Cross; with a fresh Parcel at very low Rates, the Price being set on each Gown.

⁂ Next Monday will be published, for the Month of September, Bibliotheca Anatomica, Medica, Chirurgica, &c. containing a Description of all the several Parts of the Body, each done by one or more eminent Physician or Chirurgeon, with their Diseases and Cures. Illustrated with several Hundred Figures, done by the best Artists, and from the truest Delign. Published Monthly. This Eleventh for September, 1710. continues the Cures of the Diseases of the Bones; as Fractures, Trepanning the Skull, &c. with several particular Tracts, and extraordinary Cases, and Four Copper Figures. Printed by John Nutt in the Savoy, and sold by J. Morphew near Stationers-Hall. Where may be had the 10 preceding Months. Price 1 s. each. Note, on Tuesday, the 26th Instant, will be published Atlas Geographus, for August.

⁂ This Day is published, A neat and beautiful Edition of The great Necessity and Advantage of Publick Prayer, and Frequent Communion, designed to revive Primitive Piety; with Meditations, Ejaculations, and Prayers, before, at, and after the Sacrament. The Fourth Edition. By W. Beveridge, D. D. late Lord Bishop of St. Asaph. Price 1 s. in Sheep, and 1 s. 6 d. in Calf, with an Allowance to those pious Persons that buy Numbers to give away. Printed for R. Smith in Exeter-Exchange in the Strand. Where may be had any of the said Bishop's Works; as also ready Money for any Library or Parcel of Books.

⁂ This Day is published, Royal Cookery, or the compleat Court Cook; containing the choicest Receipts in all the particular Branches of Cookery now in Use in the Queen's Palaces, St. James's, Kensington, Hampton-Court, and Windsor; with near 40 Figures, curiously engraven on Copper, of the magnificent Entertainments, Installments, Balls, Weddings, &c. at Court. Also Receipts for making the Soupes, Jellies, Bisques, Ragousts, Patties, Tanzies, Forced Meats, Cakes, Puddings, &c. By Patrick Lamb, Esq; near 50 Years Master Cook to their late Majesties K. Charles II. K. James II. K. William, and Queen Mary, and to Her present Majesty Queen Anne. To which are added, Bills of Fare for every Season in the Year. Printed for A. Roper, and sold by J. Morphew near Stationers-Hall.

FOR Sale by the Candle, this Day, being the 14th Instant, at Lloyd's Coffee-house in Lombard-street, at Six in the Afternoon, 41 Buts and 7 Hhds. of new excellent Barcelona Wines, very deep, bright and strong, near the entire Cargo of the St. Peter of Dublin, lying in a Ground Ware-house in the Alley on Cox Key, between London-Bridge and Billingsgate. To be seen all Day till the Hour of Sale. To be sold by Tho. Tomkins, Broker, in Seething-lane between Tower-street and Crouched-Friars.

THE Houshold Goods and fine China of the Hon. Admiral Churchil, lately deceased, will be sold by Auction on Thursday the 21st Instant at his late Dwelling-House in St. James's Place, St. James's-street. The Goods and China to be seen the Monday, Tuesday, and Wednesday before. Catalogues to be had at the House.

A Fashionable Coach, and a Four-wheeled Chaise, both new, to be sold a great Pennyworth, at the Queen's-Arms Inn, Crouched-Friars.

MR. Stocton's Sale of Goods at the Bell in Henrietta-street, Covent-Garden, being very far advanced, and intended to be drawn before Michaelmas in York-Buildings, by Parish Boys, &c. It is desired that those Gentlemen and Ladies who are willing to adventure would be expeditious in taking off the remaining Tickets at 2 s. each. The highest Prize 100 l. and but 12 Blanks to a Prize. Tickets may be had likewise at Mr. Amson's at the Gold Ring the Corner of Salisbury-Court in Fleet-street, and at Mr. Marriot's, a Milliner in New-street. Note, This is (as may easily be proved) the fairest and most advantagious Proposal of this Kind ever published.

TWenty Pounds for Sixpence, at Ms. Ogle's against Mountague-house; a Catalogue of Plate, and other valuable Goods, the highest Prize a Silver Tea-kettle, Lamp, and Tea-pot, Value 20 l. several of 5 l. 4 l. 3 l. 2 l. the lowest Prize 5 s. Tickets to be delivered, at 6 d. each Ticket, at Mrs. Ogle's, where the Goods may be seen to the Satisfaction of all People; also at Mr. Sedgwick's, Hair-Cutter, in the Strand, at Mr. Green's, a Hatter, in the Borough of Southwark, at Joe's Coffee-house in Hatton-Garden, at the Widow Hobs's Bake-house in Chichester-Rents in Chancery-lane, at Mr. Ralf's at the Black-Lion in Shoemakers-Row near Aldgate, at Mrs. Carter's, a Butter-Woman, in Clare-Market, by Clement's-Inn. To be drawn very speedily.

A Sale of Plate, and other rich Goods, belonging to Mrs. Elizabeth Lancaster, to be disposed of on Monday the 18th Instant, at Mrs. Orum's Dancing-School in the Strand near the Maypole. There are a few Tickets left, which may be had at the Sign of the Cabinet in Charles-street, Covent-Garden; at Mr. Owen's, a Silk-Dyer, in Great Queen-street near Lincoln's-Inn-fields; at the Tilt-yard Coffee-house at Whitehall; at Fitzgerald's Coffee-house near Story's at Westminster; at the Widow Slaughter's at the Sign of the Shears in Fenchurch-street, near Aldgate; at a Milliner's in Long-acre near James-street; at Mr. Abbot's at the Cat and Fiddle in German-street; at a Linen-Draper's Shop over-against St. George's Church, Southwark; and at the White-Lion at Temple-Bar; where the Goods are to be seen. The highest Prize a large Silver Punch Bowl, Value 20 l. a Silver Tea pot and Lamp, Value 10 l. a Silver Watch, Diamond Rings, with many other Pieces of Plate, and other valuable Goods, at 6 d. each Ticket, the lowest Prize 5 s.

WHereas I Hannah Pawlyn, the Wife of William Pawlyn, Clog-maker, living in Catherine-Wheel alley, Whitechappel, whose Daughter having had a Complication of Distempers, and such a Giddiness in her Head, that she kept her Bed above a Fortnight, and if she was stirred, died away; and th' we used a great many Medicines without Success, and it was judged she would fall into a Consumption, till I heard of Mr. John Moor, Apothecary, at the Pestle and Mortar in Abchurch-lane, London, and through the Blessing of God, we no sooner made Use of him but we found immediate Relief, and he has perfectly cured her, to the Admiration of all that know her. Witness my Hand, April 14. 1710. Hannah Pawlyn.